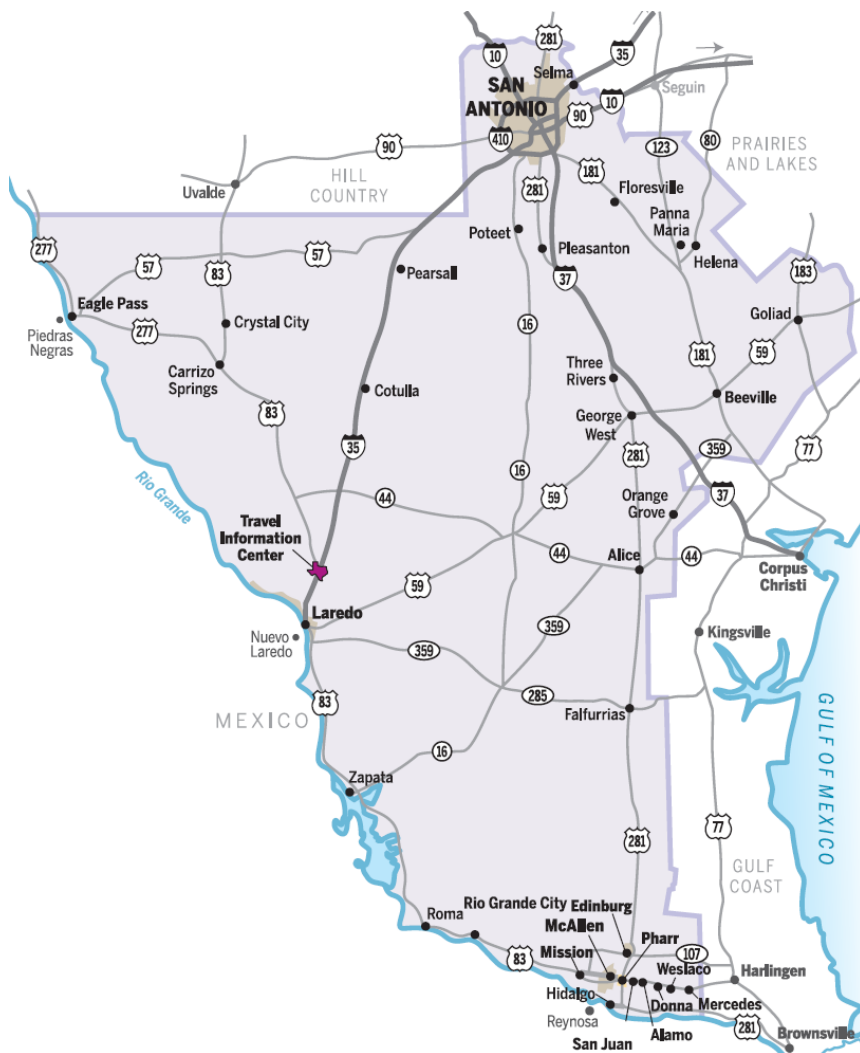


SOUTH TEXAS PLAINS REGION

The South Texas Plains tourism region contains 25 counties and includes three prominent MSAs: San Antonio-New Braunfels, McAllen-Edinburg-Mission, and Laredo. The South Texas Plains region's share of domestic travel to and within Texas ranked no. 3 out of the seven Texas tourism regions in 2018. This region saw an increase of total tourism spending in 2018 by +7.9%. Top activities in the region include Culinary Experiences, Shopping, Historic Sites, Live Music, Nightlife, and Parks.



BY THE NUMBERS



\$11.4 BILLION
Direct travel spending
in Texas in 2018



\$1.4 BILLION
Total hotel room
revenue in 2018



15.6 MILLION
Estimated room
nights sold in 2018



85.8% LEISURE
Purpose of stay from
domestic market

TRAVEL MEANS JOBS



100,400 JOBS
Directly supported by
tourism spending
within the region



5.2%
Tourism share of
employment in the
region

Travel Texas is located within the Office of the Governor, Economic Development and Tourism division. For more information, contact us at traveltexas.research@gov.texas.gov.

Sources: D.K. Shifflet & Associates, Jones Lang LaSalle, Dean Runyan and Associates.
Last Updated: August 2019

TRAVEL  TEXAS